



MercuryMD Case Study

“Autodemo’s methodology puts more work on them and less work on the client. We were able to create four demos in two months. The process works great and the demos look fantastic.”

—MercuryMD

CLIENT: MercuryMD

MercuryMD provides hospitals with mobile solutions to improve clinical workflow and operational efficiencies. The company’s MData Enterprise product line offers hospitals an enterprise technology foundation to provide clinicians with anytime access to current and comprehensive clinical data.

NEED: Arm Internal Champions with a powerful sales tool to influence group decision making.

Because MercuryMD markets to hospitals, their sales team often faces the challenge of purchasing decisions made by committees. To overcome this challenge, they identify their Internal Champion—the person within the hospital who is most capable of winning over everybody else.

Instead of giving their Internal Champions passive sales literature, MercuryMD wanted a forceful marketing tool that could influence all different levels of people, from the CEO to the end-user of their software. They needed a persuasive communication tool that clearly explained the key benefits of the product and was easily accessible so it could be referenced during all points of the sales cycle. And because MercuryMD sells mobile solutions, they wanted their marketing tool to be mobile as well—they wanted the ability to view it on a PDA.

SOLUTION: Clear and concise demos—with versatile viewing options—that resonated with decision makers.

Autodemo’s writers and producers worked with MercuryMD’s marketing team to produce four demos. Within two months, MercuryMD had the demos on their website and included on marketing CDs. The demos were engaging and offered easily accessible product information making MercuryMD stand out from their competition.

“Our website is our single best source for lead generation,” says David Levin, “It can be linked to over \$3 million in booked business each year. And it all goes back to the number of prospects viewing our demos.”

Autodemo created a unique demo for MData Mobile, MercuryMD’s mobile application. Not only does the demo showcase the solution in a PDA format, it can be viewed from a PocketPC or PalmOS PDA.

RESULT: An ecstatic sales team and over-the-top marketing ROI.

“Everyone loved the demos when we presented them at the sales meeting,” says David Levin. “We use them everywhere—on our website and on marketing CDs. We also put the demos on memory cards to distribute at tradeshow so prospects can view them on their PDAs while they’re walking the floor.”

The demos have proven to be an invaluable resource with substantial marketing ROI benefits. They provide their Internal Champions with an easily accessible multimedia tool, generate website leads and play a huge role in their tradeshow marketing efforts.

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